IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:	Levergood et al.
Serial No.:	09/548235
Filing Date:	April 12, 2000
For:	Web Advertising Method
Art Unit:	2145
Examiner:	Patrice L. Winder

Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

Sir:

This information disclosure statement is submitted in compliance with 37 CFR 1.56; 1.97 and 1.98. Applicants respectfully request that the listed items be considered and made of record in the present application by completing and returning the enclosed Form PTO-1449.

The Commissioner is authorized to charge the fee for entry of this Information Disclosure Statement to Jones Day's Deposit Account, No. 501432, Reference No. 432383600011. An extra copy of this transmittal letter is enclosed for your convenience in processing the charge.

Respectfully submitted,

David B. Cochran

David B. Cochran, Esq., Reg. No. 39,142
JONES DAY
North Point
901 Lakeside Avenue
Cleveland, Ohio 44114
(216) 586-3939

July 20, 2006

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By: Suzanne Koston /Suzanne Koston on July 20, 2006.

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet	1	of	1

Complete if Known	
Application Number	09/548235
Filing Date	April 12, 2000
First Named Inventor	Levergood et al.
Art Unit	2145
Examiner Name	Patrice L. Winder
Attorney Docket Number	432383-600011

U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number: Number - Kind Code[2] (*if known*)	Publication Date/Date of Patent MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear

Examiner Initials*	Cite No.[1]	Foreign Patent Document: Country Code[3] - Number[4] - Kind Code[5] (*if known*)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T[6]
		JP 3278230	12/9/1991	Fuji Xerox Co. Ltd.		
		JP 5274275	10/22/1993			
		JP 6162059	6/10/1994	Shitei Banku N EE		
		JP 6291776	10/18/1994	Toyo Communication Equip.		

OTHER PRIOR ART – NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.[1]	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T[2]
		Ohmori et al., "An On-line Shopping System Protecting User's Privacy", Information Communication Laboratory of Matsushita Electric Industrial Co., Ltd. , pages 25 – 32. Note: 12 Pages of Translation Attached.	

Examiner Signature		Date Considered	

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. [1]Applicant's unique citation designation number (optional). [2]Applicant is to place a check mark here if English language Translation is attached. Burden Hour Statement: This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231

PATENT
Attorney Docket No. 432383600011

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Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

Sir:

This Statement is submitted in compliance with 37 C.F.R. §1.56. A list of patent(s) and/or publication(s) is set forth on the attached Form PTO-1449. Applicant respectfully requests that these references be considered and made of record in the present application.

No fee is believed to be due for entry of this Information Disclosure Statement. However, if any fee should be required, please charge such fee to Jones Day's Deposit Account No. 501432, Reference No. 432383600011.

Respectfully submitted,

John V. Biemacki, Esq., Reg. No. 40,511
JONES DAY
North Point
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November 17, 2005

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		5347632	9/13/1994	Filepp et al.	
		5544322	8/6/1996	Cheng et al.	
		5560008	9/24/1996	Johnson et al.	

Examiner Initials*	Cite No.[1]	Foreign Patent Document: Country Code[3] - Number[4] - Kind Code[5] (*if known*)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T[6]

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.[1]	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T[2]
		"It will happen", article excerpt from infoHighway, vol. 2-1, January 1995.	
		Aronson, Dan et al., Electronic mail to multiple recipients of the www-talk list (www-talk@info.cern.ch) on "Access and session control" dated September 15, 1994.	
		Bina, et al., Secure Access to Data over the Internet, 1994, pp. 99-102, IEEE.	
		Derler, Christian, *The World-Wide Gateway to Hyper-G: Using a Connectionless Protocol to Access Session-Oriented Services*, Institut fur Informationsverarbeitung und Computergestutzte neue Medien, Graz, Austria, dated March 1995.	
		English, Joe, Electronic mail to multiple recipients of the www-talk list (www-talk@info.cern.ch) on Re: Identifying Mosaic session" dated December 20, 1994.	
		Fielding, Roy, Software distribution archive for the HTTP log file anaylsis program, wwwstat v1.01, dated April 23, 1994, published at http:www.ics.usi.edu/WebSoft/wwwstat/	
		Hall, Devra, et al., *Build a Web Site: The Programmer's Guide to Creating, Building, and Maintaining a Web Presence*, Published April 1995, ISBN 0-7615-0064-2.	
		Hughes, Kevin, source code file for the HTTP log file analysis program, getstats v1.0, dated February 1, 1994, published at http://www.eit.com/software/getstats/getstats.html.	
		McCartney, Todd, Message posted to Usenet public discussion group, rec.arts.disney, dated November 21, 1994.	
		Motoda, Toshihiro et al., *An Experimental Verification of Relational Database Access Over WWW*, NTT Software Laboratories, Nippon Telegraph and Telephone Corporation, 1995, pgs. 47-54 (with English Translation - 8 pages)	
		Pitkow, et al., *Using the Web as a Survey Tool: Results from the Second WWW User Survey*, presented at the Third International World-Wide Web Conference, April 10-14, 1995, Darmstadt, Germany, published at http://www.igd.fhg.de/archive/1995 www95/proceedings/papers/79survey/survey 2 paper.html and http://www.elsevier.nl/www3/welcome.html; and reprinted in the Journal of Computer Networks and ISDN Systems, Vol. 27, no. 6, April 1995, Elsevier Science B.V.	
		Pitkow, et al., *Results from the First World Wide Web Use Survey*, presented at the First International Conference on the World Wide Web, Geneva Switzerland, May 25-27, 1994, published at http://www94.web.cern.ch/WWW94/PrelimProcs.html on June 2, 1994, and reprinted in the Journal of Computer Networks and ISDN Sytems, Vol. 27, no. 2., Nov. 1994, Elsevier Science B.V.	
		The NetMarket Company, *NetMarket PGP Help* file, from http://www.netmarket.com, dated December 10, 1994.	
		Trewitt, Glenn, *Using Tcl to Process HTML Forms*, Digital Equipment Corporation, Network Systems Laboratory TN-14, dated May 1994.	

Examiner Signature		Date Considered	

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Sheet	1	of	8

Complete if Known	
Application Number	09/548235
Filing Date	April 12, 2000
First Named Inventor	Levergood et al.
Art Unit	2145
Examiner Name	Patrice L. Winder
Attorney Docket Number	432383600011

U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number - Kind Code[2] (*if known*)	Publication Date/Date of Patent MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		4305059	12/18/1981	Benton	
		4528643	7/9/1985	Freeny, Jr.	
		4529870	7/16/1986	Chaum	
		4734858	3/29/1988	Schlafly	
		4755940	7/5/1988	Brachtl et al.	
		4759063	7/19/1988	Chaum	
		4759064	7/19/1988	Chaum	
		4775935	10/4/1988	Yourick	
		4795890	1/3/1989	Goldman	
		4799156	1/17/1989	Shavit et al.	
		4812628	3/14/1989	Boston et al.	
		4827508	5/2/1989	Shear	
		4891503	1/2/1990	Jewell	
		4922521	5/1/1990	Krikke et al.	
		4926480	5/15/1990	Chaum	
		4935870	6/19/1990	Burk Jr., et al.	
		4947028	8/7/1990	Gorog	
		4947430	8/7/1990	Chaum	
		4949380	8/14/1990	Chaum	
		4972318	11/20/1990	Brown et al.	
		4982346	1/1/1991	Girouard et al.	
		4987593	1/22/1991	Chaum	
		4991210	2/5/1991	Chaum	
		4992940	2/12/1991	Dworkin	
		4996711	2/26/1991	Chaum	
		5025373	6/18/1991	Keyser Jr., et al.	
		5060153	10/22/1991	Nakagawa	
		5077607	12/31/1991	Johnson et al.	
		5105184	4/14/1992	Pirani et al.	
		5220501	6/15/1993	Lawlor et al.	
		5247575	9/21/1993	Sprague et al.	
		5276736	1/4/1994	Chaum	
		5305195	4/19/1994	Murphy	
		5311594	5/10/1994	Penzias	
		5319542	6/7/1994	King Jr., et al.	
		5321751	6/14/1994	Ray et al.	
		5336870	8/9/1994	Hughes et al.	
		5341429	8/23/1994	Stringer et al.	
		5351186	9/27/1994	Bullock et al.	
		5383113	1/17/1995	Kight et al.	
		5414833	5/9/1995	Hershey et al.	
		5475585	12/12/1995	Bush	

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Art Unit	2145
Examiner Name	Patrice L. Winder
Attorney Docket Number	432383600011

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		5521631	5/28/1996	Budow et al.	
		5535229	7/9/1996	Hain Jr., et al.	
		5557516	9/17/1996	Hogan	
		5557518	9/17/1996	Rosen	
		5557798	9/17/1998	Skeen et al.	
		5590197	12/31/1995	Chen et al.	
		5592378	1/7/1997	Cameron et al.	
		5594910	1/14/1997	Filepp et al.	
		5596642	1/21/1997	Davis et al.	
		5596643	1/21/1997	Davis et al.	
		5604802	2/18/1997	Holloway	
		5621797	4/15/1997	Rosen	
		5623547	4/22/1997	Jones et al.	
		5642419	6/24/1997	Rosen	
		5664110	9/2/1997	Green et al.	
		5664111	9/2/1997	Nahan et al.	
		5694551	12/2/1997	Doyle et al.	
		5708780	1/13/1998	Levergood et al.	
		5724424	3/3/1998	Gifford	
		5727164	3/10/1998	Kaye et al.	
		5734719	3/31/1998	Tsevdos et al.	
		5812776	9/22/1998	Gifford	
		5826241	10/20/1998	Stein et al.	
		5848399	12/8/1998	Burke	
		5897622	4/27/1999	Binn et al.	
		5909492	6/1/1999	Payne et al.	
		5920847	7/6/1999	Kolling et al.	
		6006199	12/21/1999	Berlin et al.	
		6023683	2/8/2000	Johnson et al.	
		6041316	3/21/2000	Allen	
		6049785	4/11/2000	Gifford	
		6195649	2/27/2001	Gifford	
		6199051	3/6/2001	Gifford	
		6205437	3/20/2001	Gifford	
		6449599	9/10/2002	Payne et al.	

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FOREIGN DOCUMENTS

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		0172670EP	2/26/1986	Technion Research & Development Foundation		
		GB 2102606	2/2/1983	National Research Development Corporation		
		JP 410191	1/1992			
		JP 05-158963	6/25/1993	Omron Corp.		
		WO 91/16691	10/31/1991	Jonhig Limited		
		WO 93/10503	5/27/1993	Citibank N.A.		

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.[1]	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T[2]
		PLEADINGS:	
		Amazon.com's Reply in Support of Renewed Motion to Stay	
		Deposition of G. Winfield Treese, dated October 27, 2004.	
		Deposition of Glenn Arthur Hauman with Exhibits (October 28, 2004)	
		Joint Claim Construction Chart (Patent Local Rule 4-5D)), filed December 27 2004 with Appendix A.	
		Memorandum Opinion dated April 7, 2005	
		Motion to Stay [Renewed] by Amazon.com. (Attachments: # 1 Affidavit # 2 Text of Proposed Order)(Nelson, Justin) (Entered: 04/05/2005)	
		Notice by Amazon.com re Answer to Amended Complaint, Counterclaim Of Rejection Of Claims 1-45 Of U.S. Patent No. 5,708,780	
		Order Denying Amazon's Motion to Stay Proceedings Pending Completion of the Reexamination.	
		Soverain's Disclosure of Asserted Claims and Preliminary Infringement Contentions dated June 3, 2004.	
		Soverain's Opposition to Amazon's Renewed Motion to Stay	
		Soverain's Reply to Amazon.Com's Amended Counterclaims, dated January 14, 2005.	
		Soverain's Reply to Response to Motion re: Motion to Stay	
		Soverain's Answer to Counterclaim (Amazon s Third Amended Counterclaim) by Soverain Software LLC.(Seraphine, Jennifer) (Entered:03/17/2005)	
		Soverain's Fourth Supplemental Responses to Amazon's First Set of Interrogatores (Nos. 1-14) dated March 21, 2005	
		Soverain's Responses to Amazon's First Set of Requests for Admission to Plaintiff Soverain Software (Nos. 1-100) dated March 21, 2005	
		Soverain's Responses to Interrogatory Nos. 22, 23, 26 and 36 of Amazon's Third Set of Interrogatores (Nos. 17-38) dated March 21, 2005	
		Third Supplement to Defendant Amazon's Initial Disclosures, dated March 4, 2005.	
		Transcript of the Markmam Hearing Before the Honarable Leonard David United States District Judge, January 6, 2005.	
		VideoTaped Deposition of Andrew Payne dated March 11, 2005.	
		Videotaped Deposition of Glenn Crocker with Exhibits (March 10, 2005)	
		VideoTaped Deposition of Glenn Trewitt dated January 25, 2005 (2 parts).	
		VideoTaped Deposition of Mark Levergood dated March 8, 2005 (2 Parts).	
		VideoTaped Deposition of Stephen Morris dated March 9, 2005.	

Examiner Signature		Date Considered	

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Filing Date	April 12, 2000
First Named Inventor	Levergood et al.
Art Unit	2145
Examiner Name	Patrice L. Winder
Attorney Docket Number	432383600011

		Amazon.com Inc.'s Unopposed Motion for Leave to Amend its Answer to Include Allegations Regarding Stuff.com
		Amazon.com's Motion for Partial Summary Judgment that claims are indefinite under 35 U.S.C. 112
		Amazon.com's Motion for Partial Summary Judgment that '314 claims 34-39, '492 claims 17-18 and 35-36, and '780 claims 1, 4, and 22-24 are invalid under 35 U.S.C. 102
		Declaration of James E. Geringer in Support of Amazon.com, Inc's Motion for Leave to Amend its Answer and Counterclaims to Add Stuff.com
		Deposition of Glenn M. Trewitt with Exhibits (January 25, 2005)
		Deposition of Joshua Smith with Exhibits (March 2, 2005)
		Deposition of Kevin Ming-Wei Kadaia Hughes with Exhibits (March 21, 2005)
		Deposition of Michael Lazzaro with Exhibits (March 9, 2005)
		Deposition of Thomas Soulanille with Exhibits (March 14, 2005)
		Exhibit 1 of Geringer Declaration: Excerpts of Deposition of Michael Kuniavsky
		Exhibit 2 of Geringer Declaration: E-mail from Brooks Cutter to Mike Kuniavsky (June 14, 1994)
		Exhibit 3 of Geringer Declaration: Excerpts of Deposition of Richard Boake
		Exhibit 5 of Geringer Declaration: Excerpts of Deposition of Andrew Payne
		Exhibit 6 of Geringer Declaration: E-mail from Andrew Payne to Winfield Treese, et al. (June 15, 1994)
		Exhibit 7 of Geringer Declaration: Excerpts of Deposition of Winfield Treese
		Exhibit 8 of Geringer Declaration: Amazon.com, Inc.'s [Proposed] fourth Amended Answer, Affirmative Defenses and Counterclaims to Soverain Software, LLC's Complaint (Redlined Version)
		Supplemental Disclosure of Preliminary Invalidity Contentions by Amazon and Gap dated July 26, 2004.
		Videotaped Deposition of Guy Henry Timothy Haskin with Exhibits (March 18, 2005)
		Videotaped Deposition of Michael Kuniavsky with Exhibits (February 22, 2005)
		Videotaped Deposition of Phillip Hallam-Baker with Exhibits (March 11, 2005)
		Videotaped Deposition of Robert Allen Olson with Exhibits (March 3, 2005)
		PUBLICATIONS:
		"Advanced Electronic Credit Authorization Through the Amherst Group SNET", News Release, pp. 1-2.
		"CompuServe Videotex Network Offers Marketing Research Service, Ad Test," Marketing News, Nov. 25, 1983 p. 21.
		"Electronic In-Home Shopping: "Our Stores are Always Open", " Chain Store Age Executive, Mar. 1985, pp. 111,116.
		"Mail Offers Holiday Treat for Hackers," Advertising Age, Nov. 13, 1985, p. 76.
		"Redcoats Join Communications Fight," Industry Week, Feb. 22, 1982, pp. 108-109.
		"Suddenly, Videotex is Finding an Audience," Business Week, Oct. 19, 1987, pp. 92-94.
		"Taking Advantage of the Past," Advertising Age, Apr. 11, 1983, pp. M36-37.
		Allen & Hamilton, How to Buy information with a First Virtual Account, Apr. 11, 1994, pp. 3-71.
		American National Standard: "Financial Institution Retail Message Authentication"; ANSI X9.19; 1986.
		American National Standard; "Interchange Message Specification for Debit and Credit Card Message Exchange Among Financial Institutions"; ANSI X9.2; 1988.
		Anderson, Ross J.; "UEPS--A Second Generation Electronic Wallet"; Proc. of the Second European Symposium on Research in Computer Security (ESORICS); Touluse, France; pp. 411-418, no date.
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Sheet	5	of	8

Complete if Known	
Application Number	09/548235
Filing Date	April 12, 2000
First Named Inventor	Levergood et al.
Art Unit	2145
Examiner Name	Patrice L. Winder
Attorney Docket Number	432383600011

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Sheet	6	of	8

Complete if Known	
Application Number	09/548235
Filing Date	April 12, 2000
First Named Inventor	Levergood et al.
Art Unit	2145
Examiner Name	Patrice L. Winder
Attorney Docket Number	432383600011

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Sheet	7	of	8

Complete if Known	
Application Number	09/548235
Filing Date	April 12, 2000
First Named Inventor	Levergood et al.
Art Unit	2145
Examiner Name	Patrice L. Winder
Attorney Docket Number	432383600011

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Filing Date	April 12, 2000
First Named Inventor	Levergood, et al.
Art Unit	2145
Examiner Name	Patrice L. Winder
Attorney Docket Number	432383600011

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Levergood et al.
Appl. No.: 09/548,235
Conf. No.: 6069
Filed: April 12, 2000
Title: WEB ADVERTISING METHOD
Art Unit: 2155
Examiner: Patrice L. Winder
Docket No.: 115274-017

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Sir:

In accordance with the provisions of 37 C.F.R. 1.56, 37 C.F.R. 1.97, and 37 C.F.R. 1.98, Applicants request that a citation and examination of the references cited below, and on the attached PTO-1449 form be made during the course of examination of the above-identified application for United States patent. Pursuant to 37 C.F.R. 1.98, copies of all foreign patent documents and non-patent documents are enclosed.

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	Filing Date April 12, 2000	Group 2155

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